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APPLICANTS: Simon Tong and Mark Pearson
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FOR: Methods and Systems for Improving a Search Ranking Using Population Information and Click Data

Attorney Docket No.: 53051/288305

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Colleen T. Kadian
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AMENDMENT AND RESPONSE

Sir:

In response to the Office Action dated August 24, 2006, please consider the following amendment and response:

Amendment of the Claims are reflected in the listing of claims, which begins on page 2 of this paper.

Remarks begin on page 13 of this paper.

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